

## Message Information

**Date** 10/17/2006 07:48 AM  
**From** Linda Gerber/DC/USEPA/US  
**To** Marcus Peacock/DC/USEPA/US@EPA  
**cc** freer.craig@epa.gov; Wanda Bright/DC/USEPA/US@EPA; Adam Klinger/DC/USEPA/US@EPA  
**Subject** 10/18: Material for Climate Change Web Launch

## Message Body

Regarding the pre-brief (10/18) and the Web launch event (10/19):

Marcus,

Below are the portions of the materials that relate to your speaking parts:



101706 final Walkthrough Script.doc 101706 Remarks-Script - CC Web 2.doc 101706 Q&As - CC Web.doc

You will note in the Q/A document, that there is a question that relates to our regulation of landfills.

### **U.S. GHG Emissions**

**Question:** The United States regulates landfills – isn't that the real reason for the substantial decline in methane emissions, not voluntary programs?

**Answer:** While EPA's landfill rule has been effective in reducing methane as well as emissions of non-methane organic compounds (NMOC), it is only a small part of our success. Etc.

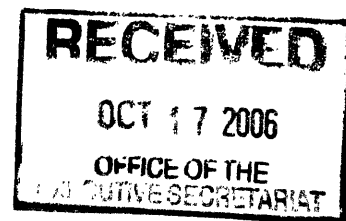
The landfill rule that is being referenced is: "Standards of Performance for New Stationary Sources and Guidelines for Control of Existing Sources: Municipal Solid Waste Landfills," and was promulgated March 12, 1996.

Craig and Wanda,

Could you please verify the room number for the pre-brief, as the day changed: just wanted to make sure that the room has remained the same. Below are the rest of the materials for Marcus' event package:



101706 Agenda for EPA Climate Change Webinar.doc 101706 air web launch.doc 101706 Release - CC Web.doc



Thank you.

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#### **OEX Processing Information**

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## **Climate Change Web Launch Walkthrough Script**

[Project Climate Change Site Homepage, open  
<http://www.epa.gov/climatechange>]

### **HOME PAGE**

- One of the key features of the updated site is its new and improved navigation. Our goal here was to make it easy to find answers to common climate change questions.
- So first, let's look at the Home Page. It shows the layout of the site, and summarizes the 5 major sections. Each section represents a major climate change subject area, fitting nicely with our experience in answering questions from the public, the media and other stakeholders. The 5 major sections are:
  - The Science of climate change.
  - U.S. Climate Change Policy:
  - Greenhouse Gas Emissions information:
  - Environmental Effects of climate change:
  - And "What You Can Do:" Which describes actions that individuals and organizations can take to reduce greenhouse gas emissions.

### **SCIENCE**

- Now, let's take a brief tour through the 5 main sections, starting with Climate Change Science.

[Click on Science from main EPA homepage and display,  
<http://www.epa.gov/climatechange/science/index.html>]

- Because the science of climate change is complex, we've provided a way for the general public to gain a better appreciation of the basics, and provide further resources for those who want to gain a deeper understanding.
- The information you see here was collected from consensus scientific assessments prepared by the Intergovernmental Panel on Climate Change,

National Academy of Sciences, and U.S. Climate Change Science Program.

- And as with the rest of the site, the Science section of the website will be updated as new information is published, for example from the upcoming 2007 Intergovernmental Panel on Climate Change (IPCC) Assessment, and the U.S. Climate Change Science Program.

## U.S. CLIMATE CHANGE POLICY

- Next, let's take a look at the U.S. Climate Change Policy section, which describes in more detail the programs and achievements I mentioned in my opening remarks.

[open the US Climate Change Policy section of the website - <http://www.epa.gov/climatechange/policy/index.html>]

- We've organized policy section of the site by program type, so that users can go quickly to near-term emission reductions programs such as EnergyStar, or longer-term research and development programs that will improve climate science and help deploy new technologies.
- So the policy section of the updated site provides both current information about the Bush Administration's policy on climate change as well as useful tools and links to the programs that we are funding to address it.

## GREENHOUSE GAS EMISSIONS

- Let's go now to the Greenhouse Gas Emissions section. We receive many requests for information on greenhouse gas emissions, so we've taken advantage of EPA's considerable expertise in greenhouse gas monitoring to put together the most comprehensive site available on this subject.

[click to the GREENHOUSE GAS EMISSIONS home page and stop there - <http://www.epa.gov/climatechange/emissions/index.html>]

- As you can see, the Emissions site provides information on of each of the greenhouse gases: CO<sub>2</sub>, methane, nitrous oxide, and fluorinated gases. It

also directs the user to more detailed information on inventories of greenhouse gases at the national, state, corporate and international levels.

## HEALTH AND ENVIRONMENTAL EFFECTS

- Next up is the Health and Environmental Effects page, which lays out for the general public, in a rigorous and understandable way, our current state of knowledge of the anticipated effects of climate change.

[open the HEALTH AND ENVIRONMENTAL EFFECTS section of the website - <http://www.epa.gov/climatechange/EFFECTS/index.html>]

- As with the Science section, we've drawn heavily from the latest peer-reviewed scientific assessments from the National Research Council and the IPCC.
- Many users will be interested in specific ecosystems or regions, so we've provided more detailed information on topics such as Forests, Coastal Zones and Sea-Level Rise and Public Lands.

## WHAT YOU CAN DO

[open the WHAT YOU CAN DO section of the website - <http://www.epa.gov/climatechange/wycd/index.html>]

- The final section of the updated Climate Change site that we want to highlight is the What You Can do Section. This section identifies 30 straightforward actions that individuals like you and I, can take at home, at the office, on the road and at school to reduce our emissions.

## PERSONAL GREENHOUSE GAS EMISSIONS CALCULATOR

- Now to one of my favorite parts of the updated site. The **Personal Greenhouse Gas Emissions Calculator**.

[Open Personal greenhouse gas emissions calculator - [http://www.epa.gov/climatechange/wycd/calculator/ind\\_calculator.html](http://www.epa.gov/climatechange/wycd/calculator/ind_calculator.html)]

- This is a great tool because it's easy to use and practical. The user can see immediately the positive benefits that would result from making

changes to their everyday activities. And it only takes about 10-15 minutes to enter the data to estimate your carbon footprint.

[Calculator will filled out with typical US average values – family of 4, natural gas heat, 12000 miles per year, 24 miles per gallon]

- Normally, we would enter information from recent electric, gas, and/or oil bills, but for this presentation we've already filled out the calculator with typical information. For example, in the left column you can see the entries for a family of 4, living in a house with natural gas heating, driving a car that gets 24 miles per gallon. The current greenhouse gas emissions for one year are shown in the right column.
- Bear with me as we scroll down to the place where we can see the results of some individual actions.
- If this family purchased a more fuel-efficient car that gets 20 more miles per gallon, such as a hybrid vehicle, it could reduce annual emissions by 16 percent.
- Or, if the family reduced the number of miles they drove by 25%, through public transit or telecommuting, they could reduce our emissions by 10 percent.
- As we can see at the bottom, combining both of these actions would reduce our emissions by 26 percent.

**Thank you for joining us on our first public walk-through of EPA's new Climate Change Website. We now have some time for questions.**

**Climate Change Web Launch  
Remarks for Marcus Peacock  
Deputy Administrator, U.S. Environmental Protection Agency  
Webcast/Press Walkthrough - Climate Change Website Launch  
Washington, D.C.**

**October 19, 2006**

- Thank you Jen (Jennifer Wood) for that introduction. And thank you all for joining us today.
- Today we are pleased to announce the launch of EPA's updated climate change Web site. In a few minutes, we'll walk you through the site, which updates EPA's existing climate site and adds new and updated information, particularly on Administration programs and the most recent science on climate change.
- The President tasked EPA with accelerating the pace of environmental protection and so I'd like to highlight some of EPA's activities on climate change. We are doing a lot and are pleased with the progress we've made.

- EPA is taking aggressive action to implement the Administration's climate change program, which focuses on reducing greenhouse gas emissions and emissions intensity.
- Under the leadership of President Bush, we've set an aggressive goal of cutting U.S. greenhouse gas intensity by 18% through 2012.
- What's important about this goal is that it puts us on the path to slow emissions while actually encouraging economic growth.
- To implement the President's goal, we have formulated and are now implementing a comprehensive program that is based on near-term reductions and long-term solutions. Our strategy is science-based, encourages innovation and scientific and technology breakthroughs, harnesses the power of markets and encourages global participation.
- And we are also making a significant financial commitment to ensure this goal is met. Since 2001, the Bush Administration has committed over \$26 billion to climate change science, technology and tax incentive programs – that's more than any other country in the world.



- This landmark commitment has helped us implement voluntary programs, conduct scientific research, develop new technologies and work with other countries on multilateral and bilateral partnerships.
- Internationally, we are actively engaged in the Asia-Pacific Partnership. Under this partnership, the founding partners have agreed to work together and with private sector partners to meet goals for energy security, national air pollution reduction and climate change in ways that promote sustainable economic growth and poverty reduction.
- I'm very excited about EPA's updated climate change site. It outlines our aggressive and practical approach to reducing greenhouse gas emissions. The site is also a great resource to help the American people understand the complexities of our changing planet and how we all play a role.
- We see this updated Web site as an important tool for EPA and for the American public for several reasons. First, it will help people learn

how to reduce their greenhouse gas emissions. For example, the site provides suggestions on over 30 simple actions that people can take to save energy and reduce their emissions – some as simple as using more energy-efficient lightbulbs. The site also provides a personal greenhouse gas emissions calculator that you can use to estimate your carbon footprint. Calculating your own impact on the atmosphere is a great first step to taking individual actions to reduce greenhouse gas emissions.

- Second, the updated site brings together information in one place on the wide range of EPA and federal voluntary climate change partnerships with industry and state and local governments, as well as our international initiatives. In 2005, these partnerships are collectively prevented the release of nearly 63 million metric tons of greenhouse gas emissions to the atmosphere equivalent to the annual emissions from 41 million vehicles.

- For example,

- Our Climate Leaders program encourages companies to compile greenhouse gas inventories and set voluntary reduction targets. Since 2002, the program has grown to include 100 corporations, representing over 9 percent of US GDP and 8 percent of total US greenhouse gas emissions.
- Our Energy Star program, implemented with the Dept. of Energy, is a voluntary, market-based partnership designed to offer business and consumers effective energy efficiency solutions for saving energy, money and the environment. In 2005, the Energy Star program helped Americans save about \$12 billion on their energy bills and prevented greenhouse gas emissions equivalent to the average annual emissions of 23 million cars.
- On the international front, our Methane to Markets Partnership, launched in November 2004, advances cost-effective, near-term methane recovery and use from landfills, coal mines, livestock manure and oil and gas systems. We are working in partnership

with 17 other countries around the world to take advantage of methane as a clean energy source.

- Finally, the updated Web site provides current information about federal and state policies and the science on climate change. We know that the science of climate change can be difficult to understand. For example, we often get emails from the public that confuse ozone depletion with climate change. We've designed the site to help people understand where greenhouse gases come from, how concentrations are changing in the atmosphere, and what the future might bring, while also pointing out the considerable uncertainties involved.
- I'm now going to give you a quick walkthrough of the organization of the site, highlighting the science section and information on actions that people can take to reduce their emissions. At the end of the walkthrough, we'll have about 15 minutes to answer your questions.

## Climate Change Web Launch Q&As

### *The Science of Climate Change*

**Question:** Does this site reflect a change in the Administration's views on the science of climate change? Do you agree that global warming is occurring? Do you agree that a significant portion of the warming that has occurred over the last 50 years is due to human activity?

**Answer:** Like the President, I agree with the findings of the National Academies of Sciences report from 2001. I recognize that the surface of the Earth is warmer and that an increase in greenhouse gases (GHG) caused by humans is contributing to the problem. However, considerable uncertainties in climate science remain and the Administration is working aggressively to address them through our Climate Change Science Program.

### *The Administration's Approach to Addressing Climate Change*

**Question:** The foundation of this Administration's climate strategy is a greenhouse gas intensity target. Isn't this simply a continuation of current trends -- business-as-usual?

**Answer:** No, the Administration's strategy greatly improves upon 'business-as-usual'. In the 1990s, our economy shifted significantly to the less energy-intensive service sectors, and energy intensity dropped. The U.S. Energy Information Agency does not believe that this trend is likely to continue, and that energy intensity will not drop at the same rate over the next decade. The 18% greenhouse gas intensity reduction target is a clear and substantial improvement over the projected trend of 14%.

**Question:** Won't emissions continue to grow indefinitely under the Administration program?

**Answer:** No, the long term goal of our approach is to *reverse* the growth in greenhouse gas emissions. Our program first sets the U.S. on a path to *slow* the growth of greenhouse gas emissions, and – as the science justifies – to *stop* and then *reverse* that growth. Only by reversing overall emissions can we achieve the long term stabilization of concentrations, as envisioned in the Framework Convention. Climate change must be viewed as a long-term problem, requiring a long-term solution.

I believe that the U.S. needs to take steps to reduce emissions of greenhouse gases. We need to develop and implement ways of reducing greenhouse gas emissions that will also maintain the strength of our economy, and we are doing so. The Administration's program addresses both the technological and scientific challenges we confront and takes a series of immediate actions to reduce greenhouse gas emissions in the United States and abroad. I believe that these actions – which at EPA focus on voluntary programs like Energy STAR, Smartway Transport, Climate Leaders and the international Methane to Markets Partnership – are a strong and effective response to the challenge we face.

### *U.S. GHG Emissions*

**Question:** Haven't U.S. GHG emissions grown considerably during the Bush Administration?

**Answer:** No, as of 2004, the latest year for which we have national GHG emissions data, total GHG emissions have risen only 1.3 percent from 2000 levels. And, preliminary energy data from 2005 suggest that emissions growth from 2004 to 2005 will be very small.

A number of factors contribute to changes in emissions, including changes in economic growth, weather, fossil fuel prices, and voluntary climate change programs. For example, we have a number of methane voluntary programs and have seen total U.S. methane emissions fall by about 10 percent from 1990 levels.

**Question:** The United States regulates landfills – isn't that the real reason for the substantial decline in methane emissions, not voluntary programs?

**Answer:** While EPA's landfill rule has been effective in reducing methane as well as emissions of non-methane organic compounds (NMOC), it is only a small part of our success. The landfill rule only applies to large landfills (i.e., those that emit greater than 50 mg of NMOCs). Through our voluntary Landfill Methane Outreach Program (LMOP), we have been targeting the smaller, non-rule landfills to encourage methane recovery and use. Landfills covered by the rule also receive assistance from LMOP for utilization of methane for energy. Energy production is not required by the rule. To date, LMOP has assisted in the development of 300 LFG utilization projects - including all 21 new projects and 3 project expansions that went online in 2005. These 300 projects have prevented the release of nearly 21 million metric tons of carbon equivalent (MMTCE - the basic unit of measure of greenhouse gases) into the atmosphere over the past 11 years. It is also important to point out that landfills, while significant, only account for 24% of methane emissions in the US. EPA voluntary efforts are also targeting the other significant emission sources, such as coal mines, oil and gas systems, and agriculture that collectively account for 65% of methane emissions in the U.S.

#### **Voluntary vs. Mandatory Approaches**

**Question:** The U.S. Senate passed a resolution last year calling for mandatory action to limit the growth of greenhouse gas emissions into the atmosphere. Now states in the Northeast and California have also enacted mandatory greenhouse gas caps. Why doesn't the Administration acknowledge that reducing emissions will require mandatory measures?

**Answer:** This Administration has repeatedly said that it will not support mandatory reductions that will harm the U.S. economy and put Americans out of work. The Administration strongly believes that the most effective approach is a voluntary one that advances the science and promotes the development and deployment of new technologies that are clean, affordable, and secure. I might add that the non-binding Bingaman-Domenici Resolution calls for mandatory limits and incentives *that will not harm the U.S. economy and that will encourage comparable action by all nations.*

**Question:** Weren't voluntary programs tried in the past and found inadequate?

**Answer:** In fact, voluntary programs have substantially slowed our rate of growth in greenhouse gas emissions. In 2005 alone, EPA's voluntary partnerships prevented the emissions of 63 million metric tons of carbon dioxide, equivalent to the annual emissions of more than 41 million cars. For example, EPA's ENERGY STAR program is reshaping the way manufacturers make products and the way consumers purchase them. More than two billion ENERGY STAR products have been purchased to date across over 50 product categories. More than 500,000 new homes have been constructed to earn the ENERGY STAR, providing savings of \$120 million annually for homeowners. One out of every 10 new homes is now an ENERGY STAR home. The Administration's program builds on this success with new partnerships, tax incentives, and expanded research and reporting programs.

### **State Climate Change Actions**

**Question:** Does the Administration support or oppose the cap-and-trade programs underway amongst the Northeast states or the recent California legislation?

**Answer:** The Bush Administration believes that there are many approaches to addressing greenhouse gas emissions. States are free to implement their own policies, including the California Climate Action Plan and the Northeast Regional Greenhouse Gas Initiative, as long as they are consistent with federal law. We hope that states will not implement counter-productive policies that would hurt their economies and impede job growth. The president has emphasized that economic growth should be seen as part of the solution and has established voluntary programs and technology initiatives that are effectively working to reduce greenhouse gas emission while improving our economy.

The federal government, including EPA, has in place a number of comprehensive domestic and international initiatives to slow the growth in both US and global greenhouse gas emissions. These include EPA partnerships to address domestic emissions in the short term, such as our Energy Star, Climate Leaders, Smartway Transport, and Non-CO<sub>2</sub> programs (like our Landfill Methane Outreach Program and the Natural Gas Star Program). In addition, the Bush Administration is investing billions in long-term technologies such as hydrogen fuel cells and geologic carbon dioxide sequestration that will change our use of fossil fuels in vehicles, industry, and electric power.

### **White House Editing of Climate Science Documents**

**Question:** News reports have noted that the White House repeatedly edited government climate reports in ways that play down links between greenhouse gas emissions and global warming. How can we take seriously the Administration's commitment to address climate change in light of such apparent interference with scientific conclusions in climate change reports?

**Answer:** The review and editing of reports is part of the normal inter-agency review process in which all federal agencies participate, including White House offices like Council on Environmental Quality (CEQ), Office of Science and Technology Policy (OSTP), and Office of Management and Budget (OMB). Officials at these agencies are knowledgeable on issues

relating to climate change and the environment and add value to the review process. This Administration is strongly supporting science and applying the highest scientific standards in decision making.

### **CO<sub>2</sub> Litigation**

**Question:** Any question on CO<sub>2</sub> as a pollutant or questions on the logic or status of pending CO<sub>2</sub> litigation

**Answer:** Because we are in litigation on that issue, I cannot comment further at this time. Please contact the Department of Justice for further information regarding the litigation.

**Question:** Do you believe California may regulate the emissions of CO<sub>2</sub> and other GHGs from motor vehicles to address climate change?

**Answer:** Whether California's standards are preempted by the Energy Policy and Conservation Act, the law regulating vehicle fuel economy, is an issue being litigated in the federal courts now. Whether California's standards meet the criteria for a waiver of preemption under the Clean Air Act (CAA) is an issue that EPA currently has under consideration, now that California has submitted those standards for a waiver.

### **International Action on Climate Change**

**Question:** A number of Republicans, including Senator Lugar, the Chair of the Foreign Relations Committee, have called on the Administration to take a stronger role internationally on energy and climate issues. What is your view on this? Why shouldn't we be thinking about the future beyond Kyoto and how to get developing countries to take on commitments? Isn't it hypocritical to criticize Kyoto for not including developing countries and yet oppose this approach? Is the Asia-Pacific Partnership on Clean Development and Climate an alternative to Kyoto?

**Answer:** The Administration is taking a strong and aggressive lead on bilateral and multilateral approaches to climate change, just a few examples include: the Methane to Markets Partnership, the International Partnership for a Hydrogen Economy, the Asia-Pacific Partnership on Clean Development and Climate and the Carbon Sequestration Leadership Forum. The international process that produced Kyoto was flawed and we shouldn't be going back to that approach. Our positive approach advances solutions to climate change through development of new technologies. These new technologies, not new treaties, will provide the necessary long-term changes in our energy system to address climate change.

The Asia-Pacific Partnership represents a significant breakthrough in terms of addressing climate change by allowing for active and meaningful developing country participation, which includes both near-term efforts to slow the growth in emissions and longer-term efforts to build capacity for future cooperative actions. International efforts must be pursued in a spirit of collaboration, not coercion, and with a true sense of partnership. The Asia-Pacific Partners, for example, will share their experiences with China to assist its government, wherever possible, in meeting its



commitment to improve its energy intensity by 20 percent and cut its sulfur-dioxide emissions by 10 percent by 2010 from 2005 levels.

### **Website questions**

**Question:** Why is EPA changing the name of the site?

**Answer:** Climate change is often used interchangeably with the phrase global warming, but according to the National Academy of Sciences, "the phrase 'climate change' is growing in preferred use to 'global warming' because it helps convey that there are [other] changes in addition to rising temperatures." Climate change is the internationally recognized term both domestically (e.g. the U.S. Climate Change Science and Technology Programs) and internationally (e.g. the Intergovernmental Panel on Climate Change and the U.N. Framework Convention on Climate Change, etc.)

**Question:** Why was the site not updated for an extended period of time?

**Answer:** Actually, significant portions of the Agency's climate change-related websites have been maintained and regularly updated. We have been updating and maintaining many of our voluntary programs pages, our greenhouse gas and emissions pages, and numerous other site resources. As we were planning and developing this updated site (which required significant time), some of the narrative content on the old global warming site became out of date in the interim.

**Question:** What's new and different about this site?

**Answer:** EPA's website is the only federal climate change site that brings together in one place all of the climate change programs, policies, and science from across all federal agencies, as well as extensive information on activities at the state level.

**Question:** How often will you update the site?

**Answer:** EPA has a standing policy, following OMB guidelines, to keep our websites updated. We want to provide the public and our stakeholders with the most current information on the climate issue as we can. We expect that we will need to update the site periodically to reflect new programs, policies, and changes in the science, such as the IPCC Fourth Assessment Report and new Climate Change Science Program reports coming in the next year.

**Question:** Who wrote and reviewed the site?

**Answer:** The technical content was written by a team of climate change experts at EPA from EPA's Climate Change Division in the Office of Atmospheric Programs, with input and review by EPA's Office of Research and Development. The site was reviewed by EPA management and by the CEQ as well. The scientific content was also reviewed by climate scientists at several government agencies (NASA and NOAA).